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JUL 2 - 2007

**FAX COVER SHEET**

To: The United States Patent and Trademark Office

From: Raymond A. Joao, Esq.

Date: July 1, 2007

Fax No.: 571-273-8300

No. Pages: 33 (including cover)

Re: AMENDMENT AND RESPONSE TO OFFICE ACTION - U.S. Patent  
Application Serial No. 09/771,491

To Whom It May Concern:

Please find transmitted herewith an AMENDMENT AND RESPONSE  
TO OFFICE ACTION for filing in the above-identified  
application.

Respectfully Submitted,



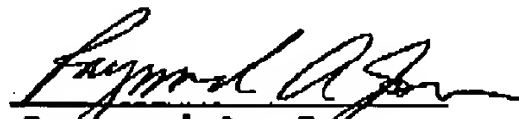
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Raymond A. Joao

RJ180

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

APPLICANT : RAYMOND A. JOAO

SERIAL NO.: 09/771,491

FILED : JANUARY 27, 2001

FOR : APPARATUS AND METHOD FOR EFFECTUATING AN  
AFFILIATED MARKETING RELATIONSHIP

EXAMINER : J. VAN BRAMER

GROUP : 3622

Mail Stop Amendment  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

AMENDMENT AND RESPONSE TO OFFICE ACTION

Sir:

This is an Amendment and Response to Office Action in response to the Office Action, mailed April 6, 2007, wherein the Examiner rejected Claims 81-100 for formal reasons, and further wherein the Examiner rejected Claims 81-100 in view of a prior art reference.

Based on the following Amendments and Remarks, the application is deemed to be in condition for allowance and action to that end is respectfully requested.

Please amend the application as follows:

IN THE ABSTRACT OF THE DISCLOSURE:

Please delete the Abstract of the Disclosure and please substitute therefor the new Abstract of the Disclosure which is attached hereto on a separate sheet.